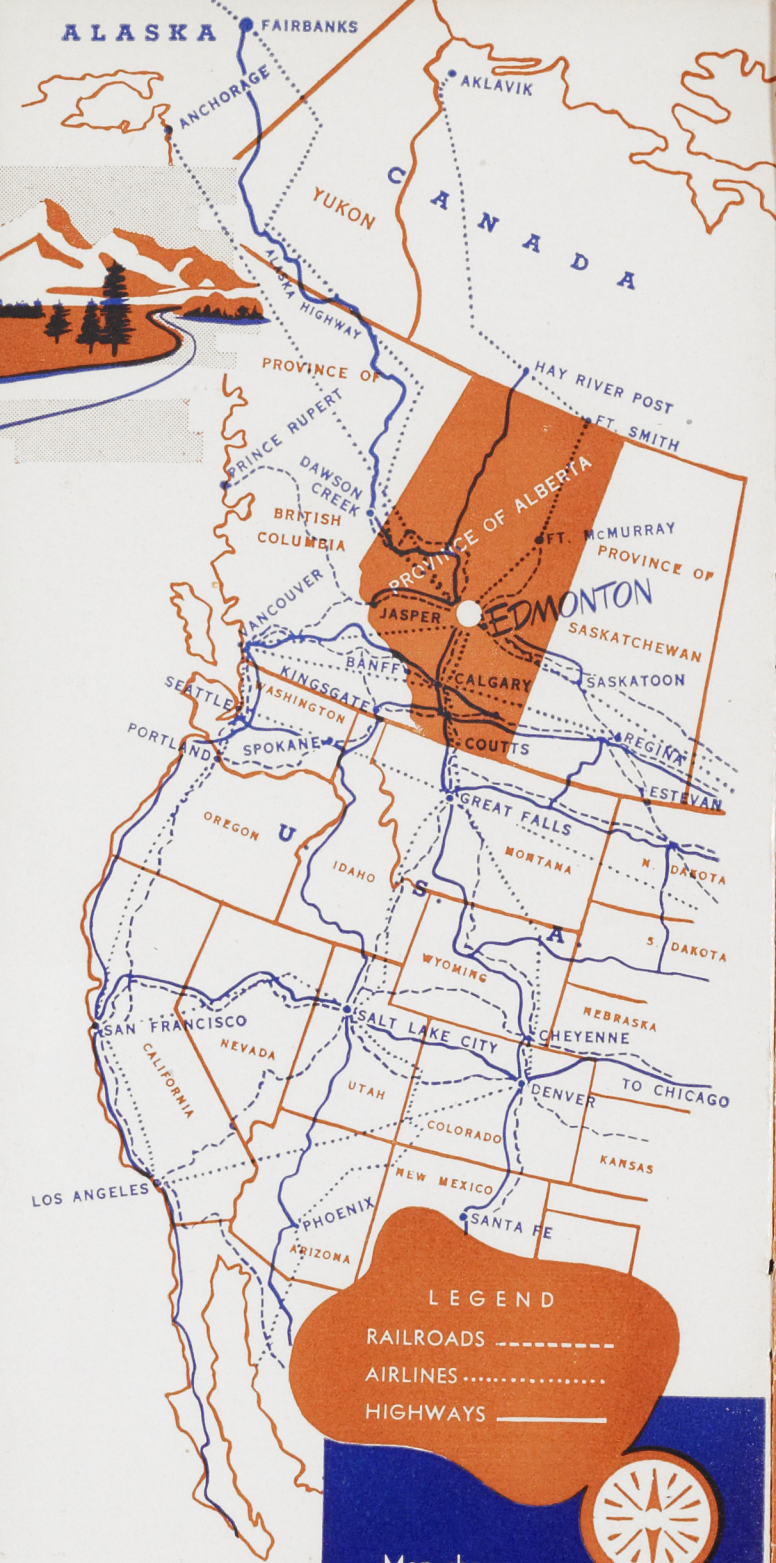


Come to Colorful
EDMONTON

ALBERTA • CANADA





LEGEND

RAILROADS -----

AIRLINES

HIGHWAYS —————



Map shows
Edmonton's location
and choice of travel routes
from Western United States.



EDMONTON

Location and Description

Edmonton, capital city of the Province of Alberta, is situated on the North Saskatchewan River not far south of the geographical centre of the province. Its location is approximately 381 miles north of the Alberta and State of Montana boundary line, 770 miles northeast of Vancouver and 800 miles west of Winnipeg.

Historical drama and colorful event have marked every stage of the city's growth from a wilderness trading post in 1795 to the modern metropolis of today.

At Edmonton, history is still in the making. Oil fields surround the city. Great new refineries have been built. Oil has been piped from Edmonton, across the Canadian Prairies to Superior, Wisconsin. Large scale chemical production is scheduled for the near future. New construction, setting an all-time record, and population, increasing at a rate of 1000 per month, are bases for Edmonton's claim to be Canada's fastest growing city.





HAPPY Highways

FROM THE U. S. BORDER

Hard-surfaced highways from the international boundary to Edmonton (a distance of 381 miles) place it within easy driving distance of the Pacific Northwest and Middle Western States.

<u>From</u>	<u>To Edmonton</u>
(Approximate Mileages depending on routes)	
Seattle	1000
Portland	1200
San Francisco	1900
Los Angeles	2300
Salt Lake City	1400
Phoenix	2150
Santa Fe	1800
Denver	1400
Galveston	2500
Chicago	1950

WELCOME STRANGER

Whoever you are, wherever you call home, a friendly welcome awaits you at Edmonton. Preceding you have been hardy pioneers and settlers, construction men, fliers from the four corners of the earth, sportsmen, miners and oil men. Representing all types and races, your forerunners had one great thing in common. They loved the West and all it means—mountains, forests, lakes, prairies, friendly people and the traditional Western hospitality. You'll like it, too!



Or
**YOU CAN
COME BY...**



RAIL

Daily transcontinental trains arrive from East and West. Four trains daily come North from Calgary. Edmonton is District and Divisional Headquarters for the Canadian National Railways, Divisional Point for Canadian Pacific Railways and Southern terminus for Northern Alberta Railways.



AIR

Air lines from all parts of Canada, United States, Europe, the Orient and the Antipodes converge on Edmonton's busy airport. Service is provided by Trans-Canada Airlines, Canadian Pacific Airlines, Western Air Lines, North West Airlines and many charter trip companies.



BUS

Summer or winter, you can travel by bus to Edmonton from almost any point in Canada or United States. From Edmonton's Union Bus Depot at 10202 - 102nd Street coaches travel west to Jasper National Park and north to Dawson Creek and the Alaska Highway.

EDMONTON - The City in the News



WHERE To Stay



Where reservations have not been made in advance of your arrival at Edmonton, use this handy list as an aid in obtaining accommodation.

HOTELS

NAME	ADDRESS
Airlines	Municipal Airport
Corona	10625 Jasper Ave.
Gateway	10038 - 106th St.
Grand	10266 - 103rd St.
Guest	10141 - 105th St.
King Edward	10180 - 101st St.
Macdonald	100th St.
Royal George	10229 - 101st St.
Selkirk	Jasper and 101st St.
Shamrock	11810 - Jasper Ave.

AUTO COURTS AND MOTELS

Alaskan Auto Court	10830 Kingsway
Capitol Auto Court	6622 - 104th St.
Clock Auto Court	15540 Stony Plain Road
Dunn's Motel Apartments	Highway No. 16
Edmonton Auto Court	71st Ave. and 104th St.
Forest Heights Auto Court	8107 - 101st Ave.
Gateway Motel	10412 - 63rd Ave.
Stone's Motel	Jasper Highway and 163rd St.
Kingsway Cabins	11311 Kingsway
Linda Auto Courts	13906 Stony Plain Road
Pan American Motel	Kingsway and 106th St.
North Star Auto Court	10726 Kingsway
Twin Birch Auto Court	16003 Stony Plain Road
Sky-Line Trailer Park (Trailers only)	11215 - 109th St.
South Bend Motel	52nd Ave and 103rd St.



Bright and Sunny EVERY DAY



HOLIDAY Sights

WITHIN THE CITY

LEGISLATIVE BUILDINGS

Seat of Alberta's Social Credit government. Situated at 109th Street and 97th Avenue in beautifully landscaped grounds above the North Saskatchewan River. To get there, drive eight blocks west from 101st Street and Jasper Avenue (centre of town), then four blocks south to 97th Avenue.

UNIVERSITY

Located in South Edmonton. Cross the High Level Bridge at 109th Street and turn west to the campus.

MODERN SHOPS

Whatever you need or desire—a smart new frock, sports equipment, English woollens or fine china—you can find it quickly and easily in Edmonton's up-to-the-minute downtown area. Shops are open daily from 9:30 a.m. to 5:30 p.m., excepting Wednesday, when they close at 1 p.m.

BEAUTIFUL PARKS

Few Canadian cities devote as much space within their limits for sport and recreation. In addition to three beautiful parks located on the North Saskatchewan River, Edmonton has four athletic parks, five attractive golf courses, three outdoor swimming pools and eleven hockey rinks. Get directions to parks, golf courses and picnic spots from the Tourist Information and Accommodation Bureau in the Provincial Building.



EDMONTON—The City with a Great Future

**BE
SURE**
to Visit



ELK ISLAND PARK

Drive 27 miles east of Edmonton on highway 16 to the largest fenced game sanctuary in Canada. See herds of buffalo, moose, and elk at close range. Swim at Sandy Beach, play golf, take pictures or rent a boat on Astotin Lake. Stay a day or a week—there's a trailer camp and good cabin accommodation.



EDMONTON AIRPORT

As a world air centre, the Edmonton Municipal Airport provides superb equipment and facilities for four major airlines, eight or more charter trip companies, executive aircraft of many of the large oil companies, the USAAF and the RCAF. Volume of traffic has been checked at 10,000 aircraft movements per month.



BEACH RESORTS

Lake Wabamum, Seba Beach—53 miles west of Edmonton. Highway 16.
Lac Ste. Anne, Alberta Beach—50 miles west of Edmonton. Highways 16 and 17.

Pigeon Lake—60 miles southwest of Edmonton. Highway 2 to Wetas-kiwin, then 26 miles west to the lake.

Cooking Lake—25 miles east of Edmonton. Highway 14.



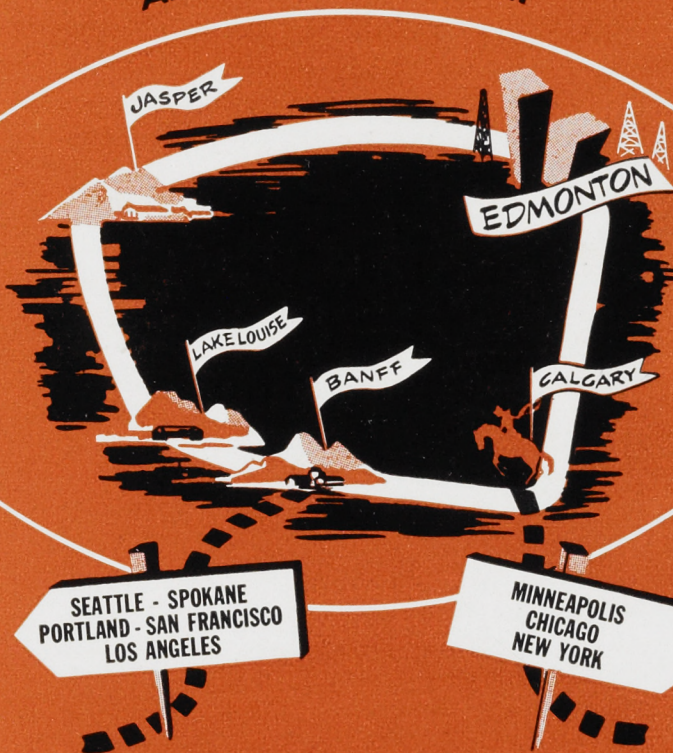
SO MUCH To See and Do



YOU HAVEN'T SEEN ALBERTA
TILL YOU TAKE THE

CIRCLE TOUR

ALL WEATHER HIGHWAY



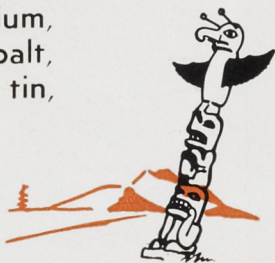
Drive the circle either way and enjoy the magnificence of towering mountains, perpetual glaciers, mighty waterfalls and crystal lakes. It's Alberta's wonderland of scenic beauty! Convenient accommodation along the route is provided by cabins, chalets, lodges, hikers' hostels and special grounds equipped for camping.

Drive Through THE ROCKIES



As a centre for air transportation and vital supplies, Edmonton is the key city for 1½ million square miles of Canadian Northland. Dogs and dynamite, milk and machinery, canoes and coffee are daily routine air cargo for such points as Yellowknife, Port Radium and Aklavik. In addition to fur and a large scale fisheries industry, the mineral production of this vast area includes uranium, gold, silver, copper, cobalt, nickel, iron, lead, zinc, tin, radium and tungsten.

ALASKA HIGHWAY



The trip of a lifetime! Dawson Creek, 475 miles from Edmonton, is Mile Zero of the Highway. From there, a thirty-six foot wide gravel road stretches north and west to Fairbanks, 1523 miles; and to Anchorage, 1603 miles. Information on necessities for the trip may be obtained from the Tourist Information and Accommodation Bureau, Provincial Building, or the Alberta Motor Association, one block east of the Edmonton Post Office.



FISHING



Bring your fishing tackle! Lakes and rivers in the Edmonton area provide sport fishing for Pickerel, Perch and Pike. Cold Lake, to the northeast, yields giant Lake Trout that often exceed 25 pounds. West of Edmonton, there's a fisherman's paradise for Rainbow and Dolly Varden Trout in the countless fast-water streams that flow down through the foothills of the Rockies.

HUNTING

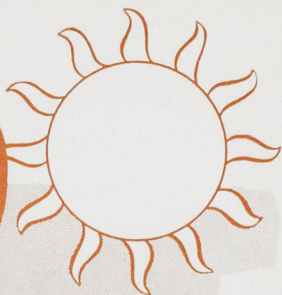


Edmonton is headquarters and outfitting centre for hunting parties ranging into the great game territories to the north and west. Throughout these regions deer, moose, elk, mountain goat and sheep, bear and game birds provide excellent hunting in season. Get information on licenses and open seasons from the Tourist Information and Accommodation Bureau in the Provincial Building, Edmonton.



EDMONTON—The City with a Great Future

SUNNY Climate



Blue skies, clear dry air and year round sunshine make Edmonton a delightful place to live or visit. Summer temperatures seldom exceed 90 degrees. Nights are always cool and pleasant. Winter climate is dry and invigorating, with light winds and an average snow fall from seven to fourteen inches. Extremely cold spells seldom last more than a few days and are often relieved by warm breezes from across the Rocky Mountains. Winter and summer, Edmonton's climate is noted for brilliant sunshine.

WINTER SPORTS



It's a wonderful time at Edmonton! Bright sunny weather and dry powdery snow provide excellent conditions for hockey, curling, skating and skiing. Skating and curling rinks are located in all parts of the city. Practically every neighborhood has its own junior hockey team and big league games are regular weekly features throughout the winter. At Jasper, half a day's travelling west of Edmonton, is one of Alberta's great ski playgrounds—equal to the finest in the world—with slalom courses, jumping, cross-country trails and downhill slopes that run for miles.



Enjoy a WESTERN Holiday

MCDougALL MUSEUM AND SHRINE



One-half block from the city centre (101st Street and Jasper Avenue), George McDougall's "little church by the river" was the first building to be built outside the protecting pallisades of Fort Edmonton. Restored and preserved, it stands today as a memorial to Edmonton's founders.

ST. ALBERT MISSION

At St. Albert, a twenty minute drive north and west of the city, stands the original log church built by Father Albert Lacombe in 1862. Interior of the building, now used as the mission museum, is of hand-hewn logs while the outside has been sheathed in brick for preservation.



THE MOUNTIES

Symbol of law and order since earliest times in the Canadian West is the scarlet-coated Mountie. Today, detachments of Royal Canadian Mounted Police are located at key points throughout the province. The famous scarlet tunic, reserved now for ceremonial occasions, has been replaced by a dark brown service uniform; and, except for parades, the Mountie's horse has given way to automobiles, speedboats and aircraft. In addition to police duties, the R.C.M.P. perform many services for tourists. Wherever you are in Alberta, feel free to ask a Mountie for information on roads, game regulations or special permits for firearms.



EDMONTON-The City in the News

TOURIST *Information*



AND

ACCOMMODATION BUREAU

While in Edmonton, make this your headquarters for holiday information. The Bureau is located at the centre of the downtown area, one block west of the Post Office and is open daily, except Sunday, from 9 a.m. to 10 p.m.

Road maps, resort folders and other descriptive literature are available for all points of interest in Central and Northern Alberta, the Alaska Highway and National Parks. The capable Bureau staff is always happy to assist with up-to-the-minute information and route planning.

THE ALBERTA MOTOR ASSOCIATION

Located one block east of the Post Office. Open daily, except Sunday, from 9 a.m. to 5 p.m. Courteous travel counsellors supply road information, accommodation bookings, maps and detailed information to members of any automobile club. Parking facilities are available immediately in front of the A. M. A. Building.

EDMONTON - Oil Centre of Canada





FOLLOW
ROUTE
MARKED WHITE
FOR SCENIC CITY TOUR

- | | |
|---------------------------------------|---------------------------------|
| 1 CHAMBER OF COMMERCE
OFFICE | 6 BORDEN PARK AND ZOO |
| 2 TOURIST BUREAU
OFFICE | 7 EDMONTON EXHIBITION GROUNDS |
| 3 ALBERTA MOTOR
ASSOCIATION OFFICE | 8 MUNICIPAL AIRPORT |
| 4 CLARKE STADIUM | 9 ALBERTA LEGISLATIVE BUILDINGS |
| 5 HIGHLANDS GOLF COURSE | 10 MUNICIPAL GOLF COURSE |
| | 11 UNIVERSITY OF ALBERTA |
| | 12 MAYFAIR GOLF COURSE |
| | 13 QUEEN ELIZABETH PARK |
| | 14 A. M. A. AUTO CAMP |

EDMONTON Capital Of Alberta



PHOTO BY RANSON

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